

PATHWAYS to CHANGE

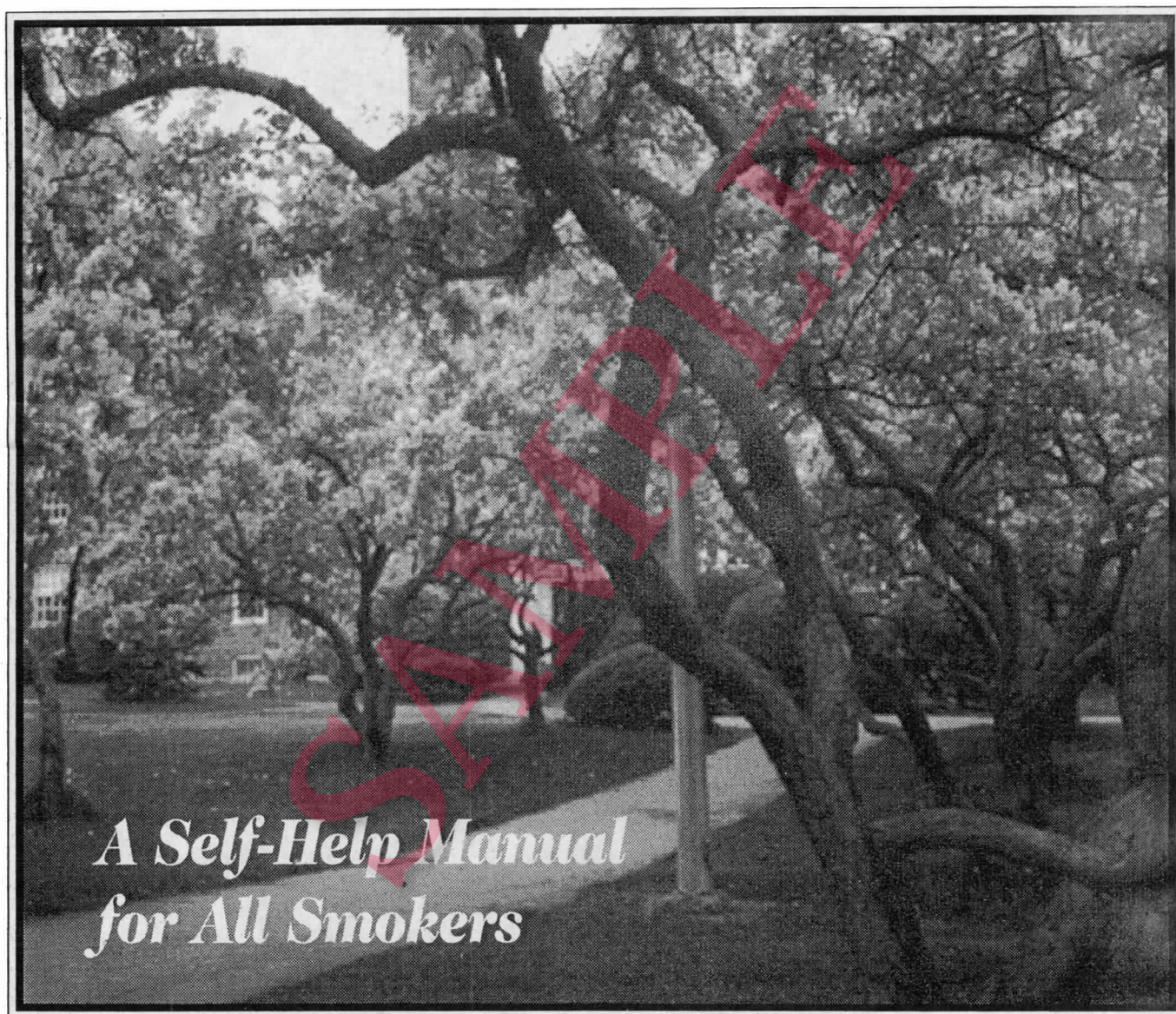


Table of Contents

WELCOME TO PATHWAYS TO CHANGE 7-9

Pathways Will Be Your Travel Guide for Change	7
How to Use Pathways	8
First, The Map	9

PRECONTEMPLATION 10-16

A Smoker in a Non-Smoking World	10
What to Say	10
Taking a More Balanced View	11
TABLE 1: One Side / The Other Side	11
Know Why You Smoke	12
<i>STRATEGY #1—Focus on the Pros of Quitting</i>	14
<i>STRATEGY #2—Become Informed</i>	14
Techniques for Increasing Your Awareness	15
TABLE 2: 40 Reasons for Quitting	15

CONTEMPLATION 17-24

<i>STRATEGY #3—Pros Outweigh the Cons</i>	17
<i>STRATEGY #4—Emotional Awareness</i>	19
Five Techniques for Recognizing Your Feelings	19
<i>STRATEGY #5—Stay Informed</i>	20
<i>STRATEGY #6—Create a New Self-Image</i>	22
How to Create a New Self-Image	22
<i>STRATEGY #7—Small Steps</i>	23

PREPARATION 25-32

<i>STRATEGY #8—Keep Creating a New Self-Image</i>	25
More Techniques for Creating a New Self-Image	25
<i>STRATEGY #9—Make a Commitment</i>	26
More Ways to Strengthen Your Commitment	26
Nicotine Dependency	27

PREPARATION (CONTINUED)

Nicotine Fading	27
Nicotine Replacement Therapy	28
The A-B-C's of Smoking	30
Setting a Quit Date	30
<i>STRATEGY #10—Get Support</i>	30
How to Get Support	31

ACTION 33-40

Your Quit Day	33
Possible Withdrawal and Recovery Symptoms	33
Weight Control After You Quit	34
Recycling If You Slip	34
<i>STRATEGY #11—Use Substitutes</i>	34
TABLE 3: Healthier Substitutes for Smoking	36
<i>STRATEGY #12—External Control</i>	37
Three Ways to Use This Powerful Strategy	37
<i>STRATEGY #13—Rewards</i>	38
Three Simple But Powerful Ways to Reward Yourself	38

MAINTENANCE 41-44

<i>STRATEGY #14—Recycling</i>	41
Three Ways to Respond Effectively to Setbacks	41
<i>STRATEGY #15—Continuing to Substitute and Control</i>	43
Three Ways to Substitute and Control	43

NOTES 45-47

ACKNOWLEDGEMENTS 48

WELCOME TO PATHWAYS TO CHANGE ...

Pathways is unique because it is for everyone who smokes. You don't have to be ready to quit to use Pathways. Just being open to reading and thinking can start you progressing.

Pathways is designed to help smokers in all stages of quitting, and has evolved from over 15 years of research with thousands of smokers and ex-smokers. It is different from other programs because it recognizes that you are different from other smokers and you may or may not be ready to quit today.

Pathways will help you progress faster and easier. Think of quitting as a journey. It helps to have a map. It helps to know where you are heading. And, it helps to know the best ways to get there. Pathways will help you know where you're heading and the best ways to get there.

We don't want you to get lost. We don't want you to run into detours. We want your journey to be as successful as possible.

Quitting smoking involves traveling through a series of Stages of Change. Each stage has its own challenges and its own strategies for success.

Pathways will help you determine which Stage of Change you are in:

- *Precontemplation (Not ready to quit)*
- *Contemplation (Getting ready to quit)*
- *Preparation (Ready to quit)*
- *Action (Quitting)*
- *Maintenance (Staying quit)*

Think of Pathways as your travel agent. To plan your trip, call on us.

We provide personal reports based on the surveys to let you know:

- *where you are with each stage and each strategy;*
- *how you are progressing; and*
- *small steps you can take to move ahead.*

— **Pathways Will Be Your Travel Guide for Change!**

Hang on to each part of your program because each one is important to the change process. Believe it or not, it would cost you about \$300 to enroll in this program, but because you are part of this research project, you will receive Pathways and your personalized reports FREE!